

Amendments To The Claims

Please cancel Claims 1-3, 10-12, 16 and 19-21 without prejudice. The following list of the claims replaces all prior versions and lists of the claims in this application.

1. (Canceled).

2. (Canceled).

3. (Canceled).

4. (Currently amended) The ~~method of claim 3~~ user interface of claim 13, wherein selection of a of said fourth ~~one of said plural~~ command ~~interfaces~~ interface opens a browser and commands said browser to link to a ~~specified~~ said address.

5. (Currently amended) The ~~method of claim 4~~ user interface of claim 13, wherein said user interface further comprises a text box in which information describing said received ~~data~~ media file is contained.

6. (Currently amended) The ~~method of claim 5~~ user interface of claim 13, wherein said ~~data~~ media file is an advertisement for goods or services that are the subject of an advertising campaign.

7. (Currently amended) The ~~method of claim 6~~ user interface of claim 13, wherein a survey resides at said ~~specified~~ address.

8. (Currently amended) The ~~method of claim 2, wherein generating a notification icon upon arrival of said data file further comprises: generating a first notification~~ user interface of claim 13, further comprising an initial icon displayed upon initiation of said arrival of said data media file, said ; and generating a second notification level icon being displayed upon completion of said arrival of said data media file.

9. (Currently amended) The ~~method~~ user interface of claim 8, wherein ~~said second icon is full size and said first initial icon is~~ has a reduced size relative to said second level icon.

10. (Canceled).

11. (Canceled).

12. (Canceled).

13. (Currently amended) ~~The user interface of claim 12,~~ A computer-implemented user interface for opening a media file transmitted to a background space of a computer system via a network using a polite push data transmission technique, comprising:

a first command interface, the execution of which transfers said media file to a foreground space of said computer system and opens said media file;

a second command interface, the execution of which deletes said media file without opening said media file or transferring said media file to said foreground space;

a third command interface, the execution of which delays opening of said media file for a selected time period; and

a fourth command interface, the execution of which establishes a link with an address associated with an originator of said media file;

wherein said first, second, third and fourth command interfaces all form part of a first level icon, and further comprising:

a second level icon, the selection of which drills down to said first level icon.

14. (Currently amended) ~~A computer implemented user interface for opening a media file transmitted to a background space of a computer system by a remote application via a network using a polite push data transmission technique, comprising: a first selectable command interface, the selection of which causes an application residing on said computer system to initiate a first operation on said media file; a second selectable command interface, the selection of which causes said resident application to initiate a second operation on said media file; and~~
The user interface of claim 13, further comprising a notification application coupled to said first and second command interfaces, said notification application transmitting a notification to ~~said~~ a remote application upon selection of either said first ~~selectable~~ command interface or said second ~~selectable~~ command interface, said remote application constructing an evaluation of an advertising campaign being at least partially conducted by transmitting said media file to said computer system, said evaluation being constructed using notifications issued by said notification application in response to selection of either said first or second ~~selectable~~ command interfaces.

15. (Currently amended) The user interface of claim 14, wherein:

selection of said first command interface ~~opens said media file and~~ causes said notification application to issue a notification of an opening of said transmitted media file; and

selection of said second command interface ~~deletes said media file and~~ causes said notification application to issue a notification of a deletion of said transmitted media file prior to opening thereof.

16. (Canceled).

17. (Currently amended) The user interface of ~~claim 16, and further comprising: a~~ claim 14, wherein selection of said third selectable command interface, ~~the selection of which causes said resident application to delay transfer of said media file to said foreground space and opening of said media file for a selected time period and~~ causes said notification application to issue a notification of a delay in opening said media file; and file, said remote application constructing said evaluation of said advertising campaign using said notifications issued upon selection of said third command interface.

18. (Currently amended) The user interface of ~~claim 17, and further comprising: a fourth command interface, the selection of which causes said resident application to establish a link with an address associated with an originator of said media file;~~ claim 14, wherein said remote application constructing said evaluation of said advertising campaign ~~using~~ uses information received during interchanges conducted after establishment of said link with said address.

19. (Canceled).

20. (Canceled).

21. (Canceled).

22. (New) The user interface of claim 13, wherein the execution of the third command interface causes said first level icon to close and then to automatically re-open at the end of said selected time period.